



**LOS ANGELES COUNTY ARTS COMMISSION
MINUTES OF THE MEETING OF JANUARY 11, 2010**

The general meeting of January 11, 2010 was held at 10:00 a.m. at the Los Angeles County Arts Commission, 1055 Wilshire Boulevard, Suite 800, Los Angeles, CA 90017

Present: Beasley, Arlene "Phoebe" Lyte, Marjorie
 Benitez, Tomas Reyes, Jesus
 Blanning, Ollie Rosen, Ronald
 Brooks, Aurelia Ruano, Araceli
 Clausen-Odenthal, Alis Warschaw, Hope
 Haagen, Betty Wyman, Rosalind
 Karabian, Laurel

Absent: Galperson, Judy (excused)
 Lesnik, Peter (excused)

Staff
Present: Laura Zucker, Executive Director
 Miriam Gonzalez, Executive Assistant
 Adam Davis, Managing Director of Productions
 Priscilla Jaworski, Production Marketing Manager
 Ayanna Hudson, Director of Arts Education
 Sofia Klatzker, Advocacy and Development Manager
 Emiko Ono, Director of Grants and Professional Development

Also Present: Jan Karlin, Executive Director, Southwest Chamber Music
 Sam Jang, Production Manager, Southwest Chamber Music
 Anne Nagamoto, Board Member, Southwest Chamber Music
 Gary Ferrel, Executive Director, Norris Center for the Performing Arts
 Debbie Martinez, Director of Education, Norris Center for the Performing Arts

President Ruano called the meeting to order at 10:05 a.m.

Absentee Excuses

Roll was taken and on a motion by Commissioner Rosen, seconded by Commissioner Haagen, the excused absences for the meeting of January 11, 2010 were unanimously approved.

Approval of Minutes

On a motion by Commissioner Lyte, seconded by Commissioner Reyes, the minutes for the meeting of January 11, 2009 were approved. The motion carried. Abstain: Commissioner Karabian.

Correspondence

None.

President's Items

President Ruano reported the March 8, 2010 meeting will be a site visit meeting at either the Museum of Contemporary Art or the Broad Stage. The meeting location will be determined at the February Commission meeting. Additionally, the following organizations have been confirmed to make presentations for February and March: Museum of Latin American Art, Outfest, Art Share LA, Museum of Contemporary Art, and the Broad Stage.

Executive Director's Report

Laura Zucker reported the Arts Commission is preparing the FY10-11 budget submission with a required 9% overall reduction. The reduction is further impacted by a one million dollar reduction to the Organizational Grant program which reflects one time funding to the grant program in FY09-10. The overall budget impact to the Arts Commission for FY10-11 is estimated at 22%. In addition, the Arts Internship Program remains unfunded.

Ms. Zucker distributed copies of the final grant report forms and reported staff is in the process of revising and updating the grant reporting process and requested Commissioner participation in the process.

President Ruano appointed the following Commissioners to serve on an Ad Hoc Grant Reporting Review Committee:

Tomas Benitez
Jesus Reyes
Laurel Karabian
Aurelia Brooks

Ms. Zucker distributed OGP III (Organizational Grant Panel) binders and Commissioner conflict of interest forms.

OGP 2.5 Presentation

Ms. Jan Karlin, Executive Director of Southwest Chamber Music, presented an overview of the organization, their current programming, and participation in Arts Commission programs. Ms. Karlin reviewed their grant application to support commissions and performances of new work by California composers in celebration of the Southwest Chamber Music's 25th anniversary in 2011-12.

OGP III Presentation

Mr. Gary Farrell, Executive Director of the Norris Center for the Performing Arts, gave an overview of the theatre and education programs housed in the Negri Learning Center. Ms. Debbie Martinez, Director of Education, gave an overview of their grant request, which is to support their scholarship and outreach programs.

Arts for All Update

Ayanna Hudson, Director of Arts Education, presented the third update on the goals of *Arts for All: Los Angeles County Regional Blueprint for Arts Education*. Ms. Hudson covered Goal 3: Advocacy and Research in detail. Sofia Klatzker gave an update on advocacy initiatives and demonstrated online advocacy tools developed with Arts for LA.

Ms. Hudson distributed the draft of the Quality Indicators developed to track arts instruction at the school-site level for Commissioner's review.

2009 Holiday Celebration Report

Adam Davis, Managing Director of Productions, gave an overview of the 50th Annual L.A. County Holiday Celebration (see attached report) and showed excerpts of the show, including the flash dance mob audience participation segment which highlighted this year's theme, "Now it's your turn."

Commissioner Items

A motion was made by Commissioner Benitez, seconded by Commissioner Rosen, and unanimously approved, to recognize Ms. Josephine Ramirez for her contribution to the Los Angeles County arts community during her tenure at the Music Center, her contribution to the Getty Arts Internship program, acknowledge her constant professional partnerships in the arts, and congratulate her in her new role with the James Irvine Foundation.

Public Comment

None

The Arts Commission meeting of January 11, 2010 was adjourned at 11:52 a.m. on motion by Commissioner Rosen, seconded by Commissioner Warschaw, and unanimously approved.

50TH ANNUAL
L.A. HOLIDAY
COUNTY CELEBRATION

WRAP REPORT

January 2010

Highlights

- There were more ways than ever to experience the Holiday Celebration this year. In addition to the live show and the local broadcast on KCET, the show was also simulcast on local radio station KPFK 90.7 FM and streamed live on the Web for the first time at kcet.org, making the show available to national and international audiences. Viewers from over 80 countries logged on to watch this holiday extravaganza!
- "Now it's your turn" was the theme for this year's historic 50th celebration. Participation and interactivity were incorporated into all aspects of the show and enhanced through social media. Highlights included pre-event plaza activities, a "flash dance mob" with the Gay's Men Chorus of Los Angeles and the ability for viewers to "tweet from their seats" throughout the show (more details below).
- The Holiday Celebration received a *L.A. Times* feature story by Karen Wada on 12/22/09 and was featured on National Public Radio's "All Things Considered" and "Morning Edition."

"Now it's your turn!"

This year's show included a number of new elements. "Now it's your turn!" was the theme and the overall program integrated numerous opportunities for audience participation before and during the live show.

Highlights include:

- Before the show from noon to 2:00 p.m., swing dancing, group caroling, a dragon dance, art-making and a stenciling workshop took place on the Music Center Plaza for all to enjoy.
- Audience members participated in a "flash dance mob" and performed movement to the Gay's Men Chorus of Los Angeles' vocal performance of "Trepac" from the *Nutcracker*.
- Hosts sought out audience members to interview and to interact with during the show. For example Sheryl Lee Ralph had three children share their best dance moves.
- Our social media team effectively implemented a "tweet from your seat" campaign that allowed TV, online and live viewers to comment and interact through twitter about the show. About six tweets an hour were showcased on the TV broadcast, with viewers from over 80 countries tuning in around the world! More details on social media in the following section.



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Social Media and HolidayCelebration.org Web site



Having a Web stream of the live show presented a plethora of opportunities locally, nationally and internationally. The Arts Commission worked with social media consultant Regalix to develop and implement a 5-week social media campaign utilizing facebook, twitter, YouTube, Flickr and stickam, a live feed streaming tool. The social media team utilized multimedia assets, such as video and photos from rehearsals, to give the public a "behind the scenes" look leading up to the show.

Main accomplishments include:

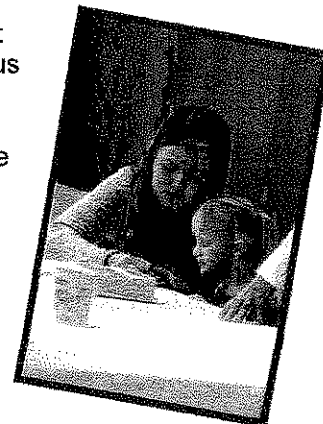
- twitter, Youtube Channel, flickr and stickam accounts were created.
- A pre-event live stream on the plaza via stickam.com allowed for attendees at the Music Center to share special holiday memories and wishes in real time throughout the world. All footage was recorded and uploaded to be later available on the Arts Commission's YouTube Channel.
- The Arts Commission Flickr photostream has thousands of pictures highlighting rehearsals, the KCET special event for members and "behind the scenes" photos the day of the event. The Arts Commission's YouTube channel has 36 videos posted.
- **2,190** viewers from over 80 countries tuned into the first-time Web stream on KCET.org.
- www.holidaycelebration.org, part of the Arts Commission Web site, received **24,796** page views for the month of December, nearly doubling our visits from 2008.

KCET

This year, more than ever, KCET provided additional promotional support to the show through their online, membership and communication divisions.

Major accomplishments:

- In addition to the 30-second promo airing a few weeks before the show, KCET also aired a long lead promo spot that started in November.
- Through e-blasts, newsletters and a family-oriented special member event, the Arts Commission staff was able to target KCET's membership of 160,000.
- KCET produced a special holiday event at the Dorothy Chandler, exclusive to their members on Saturday, December 12. The event was a huge success with over 300 people in attendance. The focus of the event was to generate greater awareness of the County's Holiday Celebration show. Interactive family activities by *Color Me Mine* and *Hotcakes Bakes* with a special performance by Palmdale High School choir made it a magical morning for all.
- Holiday Celebration had a dedicated page on the KCET.org site where the program was highlighted and the Web stream was featured.



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Audience Survey Results

Highlights Include:

General Trends

- Survey results were made up by a sample size of **837** adults and **234** children.
- **84%** attended the live event, **15%** watched it on TV with **1%** streaming it on the Web.
- The 3:00 to 5:00 hours and 6:00 to 7:00 hour were the most popular times survey respondents tuned in or attended the show.
- **40%** of respondents learned about the show online with the Holiday Celebration and Arts Commission Web sites as the most popular sources of information.

"As a child I spent many, many Christmas Eves in the audience and I was very happy to share this tradition with my three kids."

-2009 Audience Member



Promotions

Clear Channel Billboards: Maximized our existing relationship with Clear Channel to promo show information on 46 billboards throughout greater Los Angeles a total of 657,226 times for a donated value of **\$104,965**.

Holiday Electronic Card: This year's holiday e-card was greatly enhanced with flash animation and music, making it a more compelling eye-catching promotional tool. The e-card promoted the live Web stream in addition to the national show broadcast and was sent out to local, regional and national colleagues in the arts, as well as to the Ford email list and County Executive Office staff.

Metro & other County Departments:

The Communications Team and METRO collaborated in a special **"Take the Gold Line to the Golden Anniversary performance of Holiday Celebration!"** cross promotion in which Holiday Celebration was featured on the METRO homepage Web site to approximately 340,000 visitors. Shuttles near the Gold Line Extension (El Sol/Sunshine Shuttles) had bilingual posters of the show placed inside. Additionally, parks and libraries located near the Gold Line were also targeted and provided with Holiday Celebration flyers, bringing greater attention to the show.

DPSS also highlighted the Holiday Celebration show on their Web site, letting their constituents know of this free program.

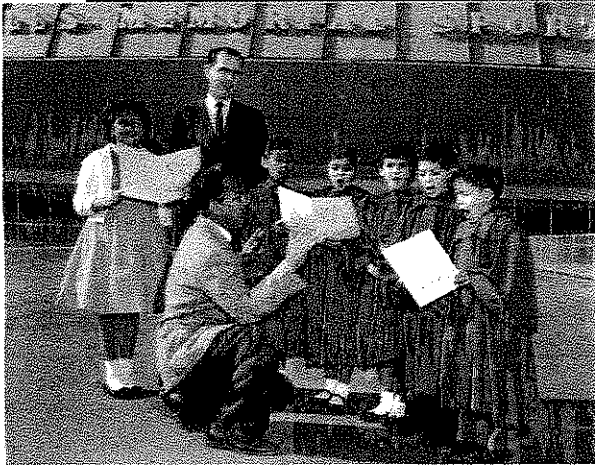
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Attachment
Minutes 1.11.10

WRAP REPORT

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Press



Public relations consultant Lucy Pollak once again delivered outstanding results in a wide spectrum of media. There were **101 print/internet placements, 7 radio, 7 television and 56 postings** to Web sites and listservs. Highlights were the 50th Anniversary article in the *Los Angeles Times* complete with historic photos and remembrances from Janice Hahn and Supervisor Antonovich; an interview with final hour host Fred Willard that ran on National Public Radio's "All Things Considered" and "Morning Edition;" Los Pinguos performing on KMEX's morning show, "Primera Edicion;" major features in *Downtown News* and on

Supervisor Yaroslavsky's Web site; Adam Davis guest deejaying Holiday Celebration artist recordings on KPFK-FM; behind-the-scenes rehearsal coverage on ABC7 and *blogdowntown*; and a 50-image slide show of the celebration on the *Daily News* Web site.

LIVE EVENT

Attendance & Artists

The 50th Annual Holiday Celebration was attended by 7,000 people. Before the start of the Holiday Celebration, audience members in line were entertained by the interactive plaza activities from 12:00-2:00 p.m. with the 2009 National Show broadcast on the JumboTron starting at 2:00 p.m. The doors opened at 2:00 p.m. this year to give people the opportunity to learn the "flash dance mob" to be performed with the Gay Men's Chorus of Los Angeles. The live show was beamed to the JumboTron for those waiting in line.

Forty-five groups appeared on the main stage of the Dorothy Chandler Pavilion. 27% of groups were new to the Holiday Celebration and 24% of all performing groups included youth.

"It was a wonderful celebration that truly expressed the great diversity in culture, language and ethnicity of Los Angeles."

2009 Audience Member